



WXYZ

Flight Dates 10/22/12-10/28/12

Order Sep 00:20:00

Product Estimate # C22C28

DIBC2 Detroit Int Bridge Co 2012 Alt Order # 303459 Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

> 06/29/12 10/24/12 Order Type **GENERAL** Billing Contact

Billing Cycle EOM/EOC Advertiser The People Should Decide C

814 King Street - Suite 400 Billing Calendar BROADCAST

Alexandria, VA 22314-3039 Demographic A25-54

Agency **Smart Media Group** POL **Rev Codes** POL ISS Ballot

Buying Contact Product Codes PL Sales Office EWSDC

Sales Region NAT Priority P-1 814 King Street - Suite 400

Advertiser Ref Agency Ref Alexandria, VA 22314-3039

Primary Account Executive

Dave Lombardo

Totals

Account Executive Order% Start Date **End Date**

Dave Lombardo 100%

Competing Station	n % of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	

Market Value

%

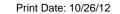
Order Share %

WWJ

Order Totals Billing Plan

of Spots Rating Start Date End Date Month Net Amount Gross Amount # Spots Net Amount Gross Amount $0.00 \overline{10/01/12}$ October 2012 85 \$83,682.50 \$98,450.00 10/28/12 85 \$83,682.50 \$98,450.00 0.00 85 \$83,682.50 \$98,450.00

Totals Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount WXYZ 10/22/12 10/26/12 M-F 9a-10a 9-10am M-F 11111--\$500.00 P-4 0.00 NM \$2,500.00 M-F 9a-10a Start Date **End Date** Weekdays Spots/Week Rating Rate 10/28/12 11111--Week: 10/22/12 \$500.00 0.00 N 2 WXYZ 10/23/12 10/25/12 M-F 10a-11a CM 10-11am M-F - 111---:30 \$400.00 P-4 0.00 NM \$1,200.00 M-F 10a-11a Start Date **End Date** Weekdays Spots/Week Rate Rating - 111--Week: 10/22/12 10/28/12 0.00 \$400.00 N 3 WXYZ 10/22/12 10/26/12 M-F 11a-12n 11am-12pm M-F 1--11--:30 \$750.00 P-4 0.00 NM \$1,500.00 CM M-F 11a-12n Start Date **End Date** Weekdays Spots/Week Rate Rating



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Contract / Revision 303459 Flight Dates 10/22/12-10/28/12 **Hiatus Dates**

Original Date / Revision 06/29/12/ 10/24/12 Order Sep 00:20:00

Advertiser The People Should Decide Product DIBC2 Detroit Int Bridge Co Estimate # C22C28

Ln Ch	Start	End	Inventory Code	Prook	Stort/End Ti	ma Dava	Len Spo	oto	Poto Pri	Dta Typo	Tota	als Amount
		End 2 10/26/12	Inventory Code M-F 11a-12n	CM	Start/End Ti	M-F 111	:30	3	Rate Pri \$750.00 P-4	0.00 NM	3pois 1	\$1,500.00
140 17712	10/22/12	2 10/20/12	M-F 11a-12n	OW	Train 12piiri	VII 1 11	.00	Ü	Ψ700.001 4	0.00 14101		ψ1,000.00
Start		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22 Spot Ch D	2/12 Date Rai	10/28/12 nge D	111 escription	3 Star	\$750.00 t/End Time	0.00 W	/eekdays	Ler	ngth Rate	Rtg Type		
		?-10/28/12 M			m-12pm M-F	_	ThF		:30 (\$750.00)	0.00 <i>NM</i>		
	MG 25.											
		poltical] ?-10/28/12 M	1-F 11a-12n	11ar	n-12pm M-F	М	ThF	_	:30 (\$750.00)	0.00 0///		
	MG 25.		1-1 11a-1211	ITAI	11-12piii W-1	111			.50 (φ/50.00)	0.00 14171		
		political]										
3 NXYZ 10	0/22/12	?-10/28/12 M	l-F 11a-12n	11ar	m-12pm M-F	M	ThF ·	-	:30 \$1,500.00	0.00 NM		
N 4 WXYZ 1	10/23/12	2 10/24/12	12p Noon News 12n-1p	СМ	12-1pm M-F	-11	:30	2	\$500.00 P-4	0.00 NM	2	\$1,000.00
Start 10/00		End Date	<u>Weekdays</u> - 11	Spots/Week	Rate	Rating						
Week: 10/22 N 5 WXYZ 1		10/28/12	M-F 4-5pm	CM	\$500.00 4-5pm M-F	0.00 W	:30	1	\$900.00 P-4	0.00 NM	1	\$900.00
N 5 WAIZ I	10/24/12	2 10/24/12	Dr. Oz	Civi	4-5pm w-r		.30	'	φ900.00 F-4	U.UU INIVI	'	φ900.00
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22	-	10/28/12	W	1	\$900.00	0.00					_	•
N 6 WXYZ 1	10/22/12	2 10/26/12	430 AM News 7 Action News Th	CM is Morni	430a-5a	11111	:30	5	\$150.00 P-4	0.00 NM	5	\$750.00
Start 10/22		End Date	Weekdays 11111	Spots/Week	Rate	Rating						
Week: 10/22 N 7 WXYZ 1	-	10/28/12	5am News M-F	5 CM	\$150.00 5-6am M-F	0.00	:30	5	\$400.00 P-4	0.00 NM	5	\$2,000.00
	10,22,11	10/20/12	5am News M-F	O.W.	o dani m i	11111	.00	Ü	ψ100.001	0.00 14111		Ψ2,000.00
Start 10/00		End Date	<u>Weekdays</u> 11111	Spots/Week	Rate	Rating						
Week: 10/22 N 8 WXYZ 1	-	10/28/12	GMA M-F 7-9am	5 CM	\$400.00 7-9am M-F	0.00 22222	:30	10	\$900.00 P-3	0.00 NM	10	\$9,000.00
140 WX12	10/22/12	2 10/20/12	M-F 7-9am	OW	7 Juni Wi i	~~~~	.00	10	ψοσσ.σσ1 σ	0.00 14141	10	ψο,οοο.οο
Start		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22		10/28/12	22222 Action News SAT	10 Com. CM	\$900.00	0.00	-20		ФОГО ОО D 4	0.00 NIM		\$ 050.00
N 9 WXYZ 1	10/27/12	2 10/27/12	Action News SAT		SAT 6-7am	S-	:30	1	\$250.00 P-4	0.00 NM	1	\$250.00
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22		10/28/12	S-	1	\$250.00	0.00						
N10 WXYZ 1	10/27/12	2 10/27/12	GMA SAT 7-8am GMA SAT 7-8am	СМ	SAT 7-8am	S-	:30	2	\$350.00 P-4	0.00 NM	2	\$700.00
Start Week: 10/22		End Date 10/28/12	Weekdays S-	Spots/Week 2	Rate \$350.00	Rating 0.00						
N11 WXYZ 1			Action News SAT		SAT 8-9am	S-	:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
			Action News SAT			_			*******			,
Start		End Date	Weekdays S	Spots/Week	Rate	Rating						
Week: 10/22 N12 WXYZ 1	-	10/28/12	S-	CM	\$350.00 SUN 7-8am	0.00	:30	2	\$350.00 P-4	0.00 NM	2	\$700.00
INIZ VVATZ I	10/20/12	£ 10/20/12	GMA SUN 7-8am GMA SUN 7-8am		JUIN 1-0dill	3	.50	2	φυυυ.00 F-4	O.OO INIVI		φ100.00
Start		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22		10/28/12	S	2	\$350.00	0.00	.00		Фого оо D 1	0.00.1114		# 050.00
N13 WXYZ 1	10/28/12	2 10/28/12	Action News SUN Action News SUN		Sun 8-930am	ıS	:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						





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Advertiser The People Should Decide Product DIBC2 Detroit Int Bridge Co Estimate # C22C28

												tals_
Ln Ch	Start	End	Inventory Code		Start/End Ti	me Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
N13 WXYZ	10/28/1	2 10/28/12	Action News SUN Action News SUN		Sun 8-930am	S	:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	Weekdays S	Spots/Week 1	Rate \$350.00	Rating 0.00						
N14 WXYZ	10/28/1	2 10/28/12	Spotlight SUN 930 Spotlight SUN 930		Sun 930-10ai	mS	:30	1	\$500.00 P-4	0.00 NM	1	\$500.00
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	Weekdays	Spots/Week 1	Rate \$500.00	Rating 0.00						
N15 WXYZ			5p News 5-6pm M-F	СМ	5-6pm M-F	22222	:30	10	\$1,000.00 P-4	0.00 NM	10	\$10,000.00
Star Week: 10/2	rt Date	End Date 10/28/12	Weekdays 22222	Spots/Week	Rate \$1,000.00	Rating 0.00						
N16 WXYZ			6p News 6-630pm M-F	CM	6-630pm M-F		:30	5	\$1,200.00 P-4	0.00 NM	5	\$6,000.00
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	Weekdays 11111	Spots/Week 5	Rate \$1,200.00	Rating 0.00						
N17 WXYZ	10/22/1	2 10/26/12	7p News M-F 7-730p	CM	7-730pm M-F	11111	:30	5	\$1,200.00 P-3	0.00 NM	5	\$6,000.00
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	Weekdays 11111	Spots/Week 5	Rate \$1,200.00	Rating 0.00						
N18 WXYZ	10/28/1	2 10/28/12	Early News Su Su 6-630p	CM	6-630pm Sun	S	:30	1	\$750.00 P-4	0.00 NM	1	\$750.00
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
N19 WXYZ	10/22/1	2 10/26/12	M-F 1205a-105a Jimmy Kimmel Liv	CM /e	1205am-105a	am M-11111	:30	5	\$250.00 P-4	0.00 NM	5	\$1,250.00
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	Weekdays 11111	Spots/Week 5	Rate \$250.00	Rating 0.00						
N20 WXYZ	10/27/1	2 10/27/12	SA 1130p-1230a Greys	СМ	1130pm-1230	DamS-	:30	1	\$250.00 P-4	0.00 NM	1	\$250.00
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00						
N21 WXYZ	10/28/1	2 10/28/12	SU 12a-1a The Unit	СМ	12am-1am	S	:30	1	\$250.00 P-4	0.00 NM	1	\$250.00
Week: 10/2		End Date 10/28/12	Weekdays S	Spots/Week 1	Rate \$250.00	Rating 0.00						
N22 WXYZ	10/28/1	2 10/28/12	Sports Update 11 SU 1130p-12a	30-12n © M	1130pm-12ar	nS	:30	1	\$550.00 P-4	0.00 NM	1	\$550.00
Week: 10/2		End Date 10/28/12	Weekdays S	Spots/Week 1	Rate \$550.00	Rating 0.00						
N23 WXYZ			Late News M-Su 11pm Action New	•		1-Sun1111111	:30	7	\$2,000.00 P-4	0.00 NM	7	\$14,000.00
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	Weekdays 1111111	Spots/Week 7	Rate \$2,000.00	Rating 0.00						



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Original Date / Revision 06/29/12 10/24/12 Order Sep 00:20:00

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			Tota	als
	te Pri	Rtg Type	Spots	Amount
N23 WXYZ 10/22/12 10/28/12 Late News M-Su CM 11-1135pm M-Sun1111111 :30 7 \$2,000	.00 P-4	0.00 NM	7	\$14,000.00
11pm Action News Update				
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 1111111 7 \$2,000.00 0.00				
Spot Ch Date Range Description Start/End Time Weekdays Length	Rate	Rtg Type		
	,00<mark>0.00</mark>)	0.00 <i>NM</i>		
See MG 23.8				
[news is at 11:30pm on Monday, 10/22] 6 WXYZ 10/22/12-10/28/12 Late News M-Su 11-1135pm M-Su MTWThFSaSu :30 (\$2 .	000.001	0.00 <i>NM</i>		
See MG 23.9	,000.007	0.00 14141		
[news at 1130pm on Saturday, 10/27]				
8 NXYZ 10/22/12-10/22/12 Late News M-Su 1130pm-1200am(11:30 PM-12:00M :30 \$2	2,000.00	0.00 NM		
® MG for 23.1 10/22				
[Program Late-Run] 9	2 000 00	0.00 NM		
® MG for 23.6 10/27	2,000.00	0.00 INIVI		
	.00 P-4	0.00 NM	2	\$3,000.00
Nightline		0.00 14111	_	φο,σσσ.σσ
Start Date				
Week: 10/22/12 10/28/12 11111 5 \$750.00 0.00	5.	D: T		
Spot Ch Date Range Description Start/End Time Weekdays Length 1 WXYZ 10/22/12-10/28/12 M-F 1135p-1205a 1135pm-1205am MTWThF :30 (%)		Rtg Type 0.00 NM		
Credited 1135ptt-1205att 1135ptt-1205att MTWTtt30 (4	700.007	0.00 14141		
	,500.00	0.00 NM		
3 NXYZ 10/22/12-10/28/12 M-F 1135p-1205a 1135pm-1205am MTWThF :30 \$1	,500.00	0.00 NM		
4 WXYZ 10/22/12-10/28/12 M-F 1135p-1205a 1135pm-1205am MTWThF :30 (\$	750.00)	0.00 <i>NM</i>		
Credited				
5 WXYZ 10/22/12-10/28/12 M-F 1135p-1205a 1135pm-1205am MTWThF :30 (\$	750.00)	0.00 <i>NM</i>		
Credited				
N25 WXYZ 10/22/12 10/25/12 Access M-F 730-8pm CM 730-8pm M-F 1111 :30 4 \$1,800 ET	.00 P-4	0.00 NM	4	\$24,700.00
Start Date End Date Weekdays Spots/Week Rate Rating				
Week: 10/22/12 10/28/12 1111 4 \$1,800.00 0.00	Data	Dia Tura		
Spot Ch Date Range Description Start/End Time Weekdays Length 1 WXYZ 10/22/12-10/28/12 Access M-F 730-8pm 730-8pm M-F MTWTh :30(\$1.54)		Rtg Type 0.00 NM		
See MG 25.5	,000.00)	0.00 7		
[Ford Lions report live]				
	9,300.00	0.00 NM		
® MG for 26.1,3.2,3.1,25.1				
N26 WXYZ 10/22/12 10/22/12 Monday Prime C CM 10-11pm Monday M :30 1 \$5,000 Castle	.00 P-4	0.00 NM	0	\$0.00
Start Date End Date Weekdays Spots/Week Rate Rating				
Week: 10/22/12 10/28/12 M 1 \$5,000.00 0.00				
Spot Ch Date Range Description Start/End Time Weekdays Length		Rtg Type		
1 WXYZ 10/22/12-10/28/12 Monday Prime C 10-11pm Monday M :30 (\$5 ; See MG 25.5	,000.00)	0.00 <i>NM</i>		
[Lions Football]				
N28 WXYZ 10/26/12 10/26/12 Friday Prime A CM 8-9pm Friday F :30 1 \$2,000	.00 P-4	0.00 NM	1	\$2,000.00
Shark Tank				
Start Date End Date Weekdays Spots/Week Rate Rating				
Week: 10/22/12 10/28/12 F 1 \$2,000.00 0.00				

WXYZ

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										Tota	ls
Ln Ch	Start	End	Inventory Code	Break	Start/End 7	Γime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
N29 WXY	Z 10/28/1	2 10/28/12	Sunday Prime A AFHV	СМ	7-8pm Sund	dayS	:30 1	\$3,000.00 P-4	0.00 NM	1	\$3,000.00
_	Start Date 0/22/12	End Date 10/28/12	Weekdays S	Spots/Week 1	Rate \$3,000.00	Rating 0.00					
N31 WXY	Z 10/28/1	2 10/28/12	Sunday Prime C Revenge	CM	9-10pm Sur	ndayS	:30 1	\$5,000.00 P-3	0.00 NM	1	\$5,000.00
_	8tart Date 0/22/12	End Date 10/28/12	Weekdays S	Spots/Week 1	Rate \$5,000.00	Rating 0.00					

85 \$98,450.00 Totals